

ASSIGNMENT 2

Textbook Assignment: "Copy Preparation," chapter 1, pages 1-64 through 1-71; "Audiovisual Presentations," chapter 2, pages 2-1 through 2-53; "Television Graphics," chapter 3, pages 3-1 through 3-23; and "Displays and Exhibits," chapter 4, pages 4-1 through 4-9.

- 2-1. You are reviewing copy for printing. What step should you take to avoid omitting important steps?
1. By starting at the end of the copy and working backward
 2. Assigning each DM a certain step and initialing when completed
 3. Using a checkoff sheet
 4. Placing various colored check marks in the upper-right corner when each step is complete
- 2-2. After receiving a job for review, you should take what step first?
1. Make sure all pages are the same size
 2. Run through a checkoff list
 3. Make sure all art is halftoned
 4. Obtain all artwork and place all pages in sequence
- 2-3. What should you do to a job when you are sequencing the pages and the cover is artwork?
1. Write "cover" in the upper-left corner and circle it
 2. Number the page "1"
 3. Write "all," circle it, and mark it with the overall classification of the job
 4. Write "cover-see artwork submitted" on a blank sheet of paper the same size as the manuscript page
- 2-4. Where should you mark the type styles and sizes on each page?
1. Top center
 2. Bottom center
 3. Upper-left corner
 4. Upper-right corner
- 2-5. How should you differentiate between notations to the printer and changes to the copy?
1. Use a red pen to make markings
 2. Mark only in the margins for notations
 3. Attach a separate set of instructions
 4. Circle all notations and instructions
- 2-6. A photograph will reproduce well if it has which of the following qualities?
1. Well-defined middle tones
 2. An overall grey tone
 3. Contrast
 4. Details
- 2-7. What information should you add to copyrighted art before printing?
1. Number
 2. Credit line
 3. Copyright symbol
 4. The letters "fl"
- 2-8. As the supervisor, you have which of the following responsibilities when reviewing type and artwork prepared for the camera?
1. Making sure illustrations are correct
 2. Reviewing the copy for reproduction quality
 3. Making sure your instructions are carefully followed
 4. All of the above

- 2-9. As the shop supervisor proofing line copy, which of the following factors should you check?
1. Color separations are correctly registered
 2. Completed copy is free of dirt and extraneous pencil lines
 3. As much copy as possible is prepared for the same enlargement or reduction
 4. All of the above
- 2-10. What action should you take when a print job is taking longer than usual and some information has changed?
1. Leave it alone
 2. Update the data
 3. Pull the job and return it to the originator
 4. Check the job progress and keep the originator informed
- 2-11. When a customer comes to you for advice on presentation methods, what information should you extract from the originator before you can advise him?
1. Command and objectives
 2. Department and division
 3. Objectives and purpose
 4. Objectives and intended message
- 2-12. An originator wants to depict the theory of flight, what type of training aid should you recommend?
1. Manipulative
 2. Demonstrative
 3. Directional
 4. Theoretical
- 2-13. As a supervisor you feel the division is unaware of the chain of command. What should you do to help the division?
1. Create a fuss
 2. Have a meeting
 3. Hang a poster
 4. Display an organization chart
- 2-14. Which of the following is NOT a principal point for creating an organization chart?
1. Unity
 2. Brevity
 3. Simplicity
 4. Completeness
- 2-15. You are reviewing an organization chart created by a DM striker that has numerous elements on the same organizational level. What should you do to make the chart easier to understand?
1. Redraw it
 2. Use a larger format paper
 3. Change the proportions of the blocks
 4. Stagger the blocks at the same level
- 2-16. What line convention should you use to show the liaison of the command master chief to the commanding officer?
1. Solid line
 2. Dashed line
 3. Dotted line
 4. Alternating dot and dash line
- 2-17. You are reviewing a flow chart which depicts the symbol for multiple decisions at the commanding officer level, what can you surmise from this flow chart?
1. The symbol was incorrectly drawn
 2. The incorrect symbol was used
 3. The CO is indecisive
 4. Several decisions are made at this point
- 2-18. What should you do to improve clarity when the direction of flow on a flow chart splits into different directions?
1. Adjust proportions
 2. Add arrowheads
 3. Increase spacing
 4. Shade symbols

- 2-19. What is the most effective type of chart to show percentage breakdowns when you have only a few divisions to represent?
1. Percentage bar chart
 2. Functional chart
 3. Pie chart
 4. Text
- 2-20. What is the formula for determining the angular measurement (AM) of 25% on a pie chart?
1. $AM = 25\% \times 36$
 2. $AM = 25\% \times 3.6$
 3. $AM = 100 \times 25\%$
 4. $AM = 25\% \times 360$
- 2-21. What is the angular measurement of 32% on a standard pie chart?
1. 120°
 2. 125°
 3. 130°
 4. 135°
- 2-22. You have noticed a seam in the middle of a dry mounted poster. What most likely created the seam?
1. The adhesive sheets had too great a gap between them
 2. The adhesive sheets were overlapped
 3. A slipsheet was left under the poster
 4. A piece of masking tape was left under the poster
- 2-23. What problem will occur if you use an improper adhesive to attach images to an illustration board?
1. Illustration board deteriorates
 2. Adhesives deteriorates
 3. Images deteriorates
 4. Messiness
- 2-24. You are mounting an image to an illustration board that the originator does not want to ruin. What method should you use to adhere the image?
1. Petroleum-based adhesive
 2. Rubber-based adhesive
 3. Archival quality adhesive
 4. Cellophane tape
- 2-25. Which of the following mats should you use to mount a picture area that measures 5 by 7 inches?
1. 8 1/2 by 10
 2. 8 1/2 by 11
 3. 8 by 10
 4. 8 by 11
- 2-26. What presentation method would you recommend to a customer planning to give a presentation and pass out hard copies of the information on the screen?
1. Slides
 2. Posters
 3. Viewgraphs
 4. Closed-circuit TV
- 2-27. You are proofing master art for diazo reproduction on foil and you see that the solid areas are irregular in opacity. How will the resulting foil appear?
1. Dense
 2. Light
 3. Irregular
 4. Solidly opaque
- 2-28. How should you instruct your DMs to make a 46-piece duplicate set of master art from a canned command presentation for a satellite command?
1. Redraw each master
 2. Copy each master
 3. Diazo each master on blackline foil
 4. Diazo each master as a sepia intermediate

- 2-29. What element of a viewgraph should you check if a DM3 gave you a viewgraph with multiple overlays that will not lie flat on the projector table?
1. Size of the projector table
 2. Size of the overlays on the viewgraph
 3. Number of overlays on the viewgraph
 4. Thickness of the tape or mounts holding the overlays to the viewgraph
- 2-30. How should you position a slide in a carousel for rear screen projection?
1. Upper-left corner, facing away from you
 2. Upper-right corner, facing away from you
 3. Lower-left corner, facing you
 4. Lower-right corner, facing you
- 2-31. You have been asked to video tape a scene for a presentation, why should you visit the site before the tape date?
1. To assess the light and shade in the location
 2. To inspect for cleanliness
 3. To see if you want the job
 4. To take time off work
- 2-32. The normal range of vision to which most artwork should conform has what aspect ratio?
1. 3 to 4
 2. 3 to 5
 3. 3 to 6
 4. 5 to 7
- 2-33. The peripheral loss to the scanning area during TV transmission is what percentage?
1. 22%
 2. 20%
 3. 17%
 4. 15%
- 2-34. What is the name of the part of a TV screen that displays images and text with maximum resolution?
1. Border area
 2. Scanning area
 3. Safe title area
 4. Resolution area
- 2-35. Why should you make sure there is an appropriate amount of border area on a studio card?
1. To make it easier to handle
 2. To prevent the camera from seeing behind the scenes
 3. To protect the studio card from damage and mishandling
 4. All of the above
- 2-36. Which of the following colors is difficult to transmit over a television screen?
1. Red
 2. Blue
 3. Grey
 4. Black
- 2-37. What type of media should you instruct DMs to use when they are preparing studio cards?
1. Mat
 2. Gloss
 3. Semimat
 4. Semigloss
- 2-38. Standard studio cards often wind up in what kind of presentation?
1. Slide only
 2. Viewgraph only
 3. Slide and viewgraph
 4. Lecture
- 2-39. Closing credits should not be telecast over the faces of the personalities appearing onscreen.
1. True
 2. False

- 2-40. You can standardize as many production procedures as possible for a television production by using which of the following methods?
1. Using a script
 2. Using a story treatment
 3. Standardizing graphic size
 4. Breaking each scene into basic elements
- 2-41. What production component is known as the "word picture" of a story?
1. Script
 2. Scenario
 3. Storyboard
 4. Story treatment
- 2-42. Each idea or point to achieve your defined presentation objective is written on which of the following documents?
1. Script
 2. Storyboard
 3. Story cards
 4. Story treatment
- 2-43. After the initial steps of planning and organizing an audiovisual presentation are taken, what production aid should you use?
1. A script
 2. A storyboard
 3. A story treatment
 4. A standard scenario
- 2-44. Decisions concerning the overall treatment and mood of a televised production are usually made during the development of what basic element?
1. Standardized format
 2. Story treatment
 3. Storyboard
 4. Script
- 2-45. Which, if any, of the following steps is the second step in storyboarding?
1. Arrange the cards in logical order
 2. Arrange the cards to represent continuity or flow
 3. Place each idea on a 3" by 5" card
 4. Number cards sequentially
- 2-46. What is the last step in storyboarding?
1. Arrange the cards in a logical sequence
 2. Arrange the cards to represent continuity or flow
 3. Place each idea on a 3" by 5" card
 4. Record each idea into a script
- 2-47. A script should contain which of the following notations?
1. Sound effects
 2. Camera angles
 3. Scene locations
 4. All of the above
- 2-48. Photographic information is NOT contained on the script because it is the responsibility of the camera person.
1. True
 2. False
- 2-49. You are creating a series of audiovisual presentations in which the first installment was photographed in black-and-white. How should you photograph the imagery in the third installment?
1. In color
 2. In black-and-white
 3. Black-and-white combined with color
 4. Black-and-white combined with viewgraphs

- 2-50. What method should you use to preserve continuity and unity throughout an entire audiovisual production series?
1. Make constant alterations during a series production
 2. Make a firm decision early in the production process
 3. Make a folder for each series
 4. Document details in a folder for each installment
- 2-51. What type of computer-generated presentation is intended primarily to teach?
1. A brief
 2. An infographic
 3. An infomercial
 4. A presentation
- 2-52. A computer-generated graphic with a commercial purpose is the definition of what term?
1. A commercial
 2. An infographic
 3. An infomercial
 4. A documentary
- 2-53. What type(s) of material is/are suitable for display?
1. Photographs
 2. Paintings
 3. Posters
 4. All of the above
- 2-54. The dental department has asked for your advice to illustrate the basic theory of dental flossing. As the graphics shop supervisor, what strategy should you recommend?
1. A command slide presentation
 2. A lecture series on dental hygiene
 3. An exhibit of the dental officer's before and after photographs
 4. A display in the passageway outside of dental
- 2-55. Which of the following elements clearly indicates the DMs ability to set up a professional exhibit?
1. The amount of information exhibited
 2. The lettering on the exhibit cards
 3. The quality of the work on exhibit
 4. The location of the exhibit
- 2-56. What is the primary difference between the audience you target with a display and the audience you target with an exhibit?
1. Display audiences are large, exhibit audiences are smaller
 2. Exhibit audiences are somber, display audiences are rowdy
 3. Display audiences are generally interested, exhibit audiences have a focused interest
 4. Display audiences are mobile, exhibit audiences linger
- 2-57. Which of the following factors is most important in how you are hanging display and exhibits?
1. Viewer participation
 2. Viewer's line of sight
 3. Conveniences of location
 4. Location security
- 2-58. At what level should display and exhibit items hang?
1. 4 feet from the ceiling
 2. 18 inches from the ceiling
 3. 6 feet from the floor
 4. At eye level
- 2-59. What is considered the horizontal centerline of an item for display or exhibit?
1. Dead center
 2. True center
 3. Optical center
 4. 1/10th above optical center

IN ANSWERING QUESTIONS 2-60 THROUGH 2-62, SELECT FROM COLUMN B THE EFFECT OF PRESENTATION DESCRIBED BY THE REFERENCE POINT IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

A. REFERENCE POINTS

B. EFFECTS

- | | | | |
|-------|-------------------|----|----------------|
| 2-60. | Base or top flush | 1. | Strongest |
| 2-61. | Diagonal | 2. | Formal |
| 2-62. | Grid | 3. | Dynamic |
| | | 4. | Hard to follow |
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- 2-63. Where and with what type of marker should you mark a series of display items when you are preparing them for storage?
1. Backside upper-left corner with a felt tip
 2. Frontside upper-right corner with pencil
 3. Backside lower-right corner with a pencil
 4. Frontside lower-right corner with a felt tip

- 2-64. Why should you clean exhibit items before storing them away?
1. To remove agents that will deteriorate the item
 2. To prevent bug damage
 3. To prevent moth damage
 4. To make sure they are ready for the next use
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- 2-65. Why should you mark the protective wrap you place on display or exhibit items you are storing?
1. So you know which sheet of wrapping paper goes with each item
 2. To easily identify items without unwrapping them
 3. To create more documentation
 4. Just for safe measure

